FIG 1
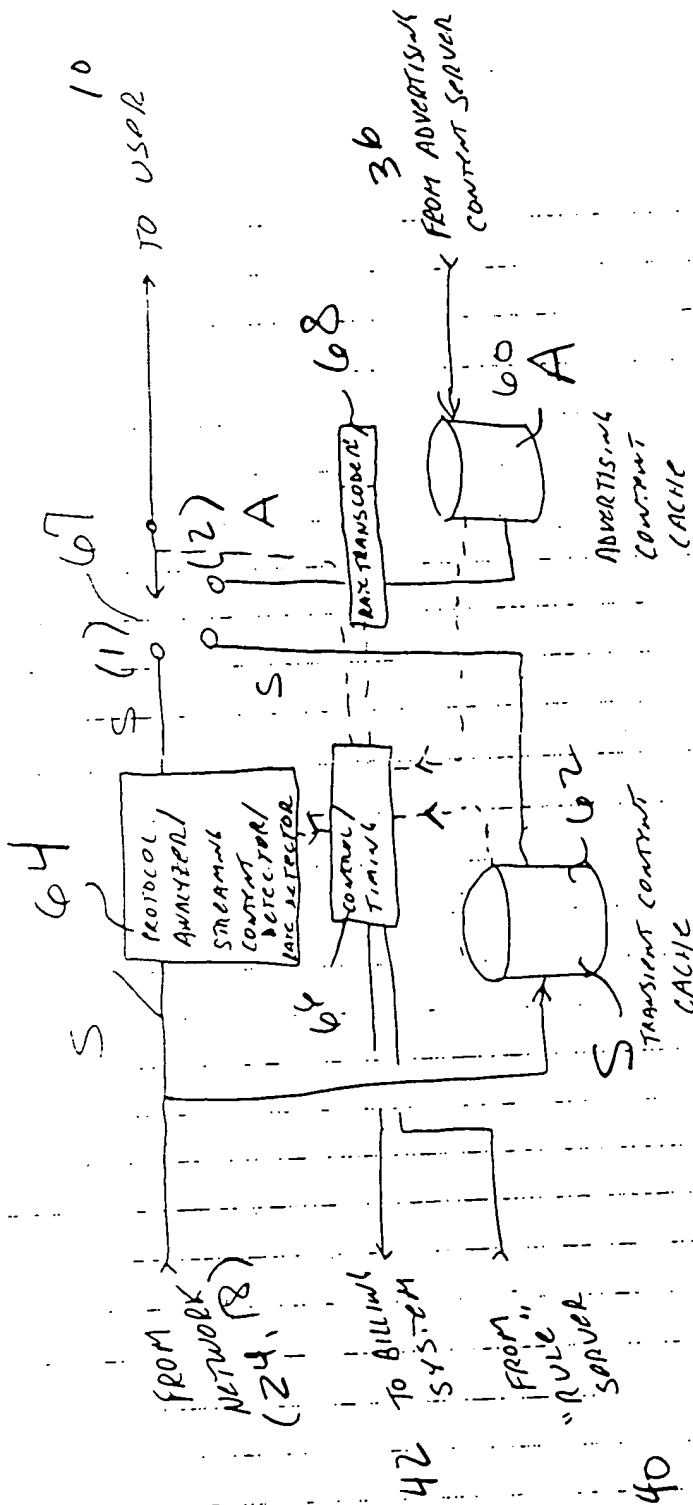
FIG. 3

STREAMING CACHE/INSERTER SYSTEM

30

(SYSTEM HANDLES MULTIPLE THREADS SIMULTANEOUSLY)
(SCALES TO ACCOMMODATE ANTICIPATED TRAFFIC LOAD)
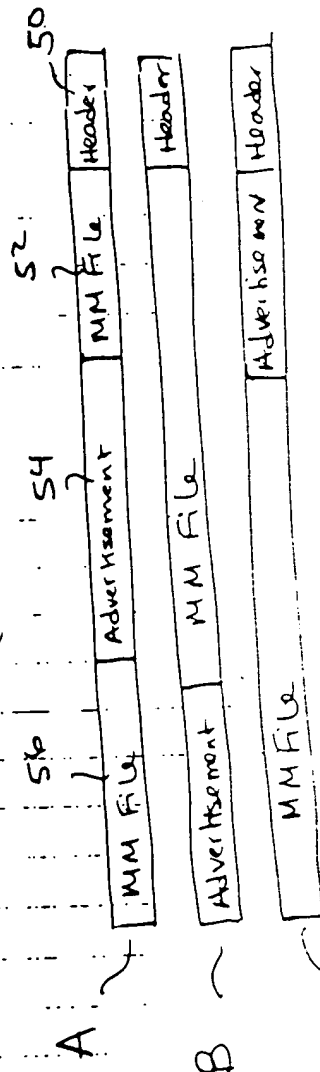
Labels in Fig. 3:
- TO USER
- 10
- S(1)
- 67
- S(2)
- 68
- TAT/TRANSCODER
- A
- 36
- FROM ADVERTISING CONTENT SERVER
- 60
- ADVERTISING CONTENT CACHE
- 64
- PROTOCOL ANALYZER / STREAMING CONTENT DETECTOR / TARE DETECTOR
- CONTROL TIMING
- 66
- 62
- TRANSIENT CONTENT CACHE
- S
- FROM NETWORK (24, 18)
- 42 TO BILLING SYSTEM
- 40 FROM "RULE" SERVER

FIG. 2

Labels in Fig. 2:
- 50 Header
- 52 MM File
- 54 Advertisement
- Header
- MM File
- 56 MM File
- Advertisement
- MM File
- A
- B Advertisement MM File
- C MM File | Advertisement | Header